The Campaign in Industries

Bulletin VII
United War Work Campaign
for $170,500,000
November 11-18, 1918

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THE CAMPAIGN IN INDUSTRIES

One of the outstanding features of the war is the extent to which it is dependent upon Industry. It is, therefore, fitting that Industry as a whole, both employer and employee, should be united in supporting those agencies approved by the Government for doing essential work for the morale of the soldiers and sailors of this country and of our Allies.

The Industries Division recommends that in connection with this campaign each industry be treated as a unit, so that the corporation and its employees may be united in a fund that will represent the backing of that particular industry in the support of these agencies.

In line with this recommendation, the following suggestions are made to Local Campaign Committees to the end that they may secure the largest possible cooperation of those identified with each industry in their field. These suggestions are applicable in any city having ten or more industries, each with twenty-five or more employees, and are also intended for use in industrial communities having one or more large industries with several hundred employees; they are also equally applicable to groups of railroad men, and to such railroad corporations as are free to make contributions.

I. Organization of the Local Industries Committee—An Industries Division of the Local Campaign Committee should be organized, having as its Chairman the most conspicuous and influential industrial leader of the community and in its membership leading representatives of employers and employees, including representatives of any foreign-speaking groups. A sub-chairman should be selected for each industrial plant, preferably an influential employee in such plant, selected after conference with the superintendent. In cities having more than ten industrial plants, it is well to group the allied trades into groups of from five to ten plants, having in charge of each section a Group Chairman, to whom the Plant Chairmen shall report; the Group Chairman, in turn, reporting to the Chairman of the Industries Division.

II. The first work of the Local Industries Committee should be to prepare a list of all industrial corporations and concerns having headquarters in the city. In the first announcement of the Campaign it should be clearly indicated that all corporations and their employees will be asked to make their subscriptions through their Plant Committees.

III. A selected group of large corporations having plants in various parts of the country will be solicited, during October, by the National Industries Committee. These corporations will be asked to assign a

portion of their subscription to each of their plants, and notice of this assignment will be sent to the Local Industries Committees in order that there may be no duplication of solicitation.

IV. With the exception of corporations indicated under Section III, all other corporations having headquarters in its field are to be solicited by the Local Industries Committee. In case, however, such corporations have plants outside the local field, they should be asked to assign to such plants a portion of their subscription, in order that it may be used as an incentive to their employees to make subscriptions, and as a recognition of the local interest and obligations in each community where a plant is located.

V. In connection with this campaign each employing corporation and organization should be asked:

1. To make as generous a subscription as possible.
2. To distribute a portion of this subscription to each plant.
3. To notify the management of each plant concerning the allotment thus made, and to urge them to cooperate with the Local Industries Committee in their efforts to secure subscriptions from the employees at the plant through Plant Committees.

VI. The men who are to solicit corporation contributions and cooperation should be carefully selected men of influence who are willing to ask for large contributions. A letter should be prepared embodying the request for cooperation as above outlined, and this should be presented to the president or managing official of the company, in person. (To promote uniformity, a suggested form of letter is attached hereto. See *Exhibit A*.) This letter should be followed up during the month of October and early in November, so that a definite answer may be secured prior to the date of inaugurating the Campaign.

VII. Notice of allotments of corporation subscriptions to plants outside the Committee's field should be passed at once to state headquarters in order that this information may be quickly transmitted to the field where such allotment applies.

VIII. Corporation subscriptions thus secured in advance should not be published until the week of the Campaign, but they may be used to good advantage in arranging the campaign for employees' contributions and in soliciting other corporation contributions.

IX. Suggestions for Plant Committees. These committees should be selected well in advance of the Campaign, in conference with the management of the plant, and if possible, arrangements should be made for this work to be done on company time as suggested in the proposed letter to corporations (*Exhibit A*). One or more influential employees from each department should be selected. These employees should be called together prior to November 11th, in order

that the plan may be fully explained and each one urged to make a personal subscription. One or more score boards should be prepared for each plant, and these should be placed in conspicuous places, and should record the number of subscribers and the amounts subscribed daily from each department; also the amount of the corporation contribution apportioned to this plant. It is suggested that this score board might well have at its head a Roll of Honor, giving the names of all employees from the plant who have entered the military or naval service. This Roll of Honor may well be in permanent form, so that it can be left after the Campaign is finished.

On the pay-day preceding the Campaign a special slip, prepared by the National Industries Committee, should be inserted in each pay envelope. It should be clearly understood throughout the plant that all subscriptions are to be **voluntary,** but that the committee hopes to secure from each employee a contribution of not less than one day's pay. A special form of pledge is suggested. (See *Exhibit B.*) If employees are willing to subscribe one or more days' pay, they should not attempt to fill in the amount, as this can readily be done at the office of the company. If, however, an employee prefers to subscribe a lump sum, a space is reserved on the pledge for this purpose. The employee will mark in the proper space the number of days' pay he desires to give. It is hoped that each employer will arrange to collect the subscriptions from employees in his plants and turn over to the Local Treasurer the amounts thus collected monthly.

Special posters will also be furnished for use throughout the shops. The Local Campaign Committee should make large use of the local newspapers, both before and during the Campaign, emphasizing the appeal to the industrial workers in the community.

Noon shop meetings during the week preceding the Campaign will be very effective in awakening interest. The Speakers' Bureau is arranging to provide prominent speakers for larger meetings as may be requested.

X. Officials of the company and other salaried employees should be solicited to subscribe a lump sum in accordance with their ability, and any such subscription amounting to more than twenty-five dollars ($25.00) may well be announced apart from the subscriptions made by the plant and its employees.

XI. The element of mutuality and cooperation in this Campaign should be magnified in every possible way. Each subscription by either employer or employee should represent an actual interest in the Armies and Navies of the United States and its Allies, and cheerful support of all the agencies that have been endorsed by the Government and that are united in this Campaign for necessary funds.

XII. **Employees should be safeguarded against anything that can be construed as coercion.**

EXHIBIT A

SUGGESTED LETTER TO CORPORATION PRESIDENTS

At the request of President Wilson, a national campaign is to be undertaken November 11th to 18th, to secure $170,500,000 for the seven war work agencies which, with the approval of the Government, are rendering essential service in matters of recreation and morale to the soldiers and sailors of our Government and its Allies. Enclosed herewith is a copy of President Wilson's letter on this subject, together with a memorandum of agreement between the seven cooperating agencies. We urgently solicit the cooperation of your Company as herein outlined, in securing this fund:

1. A generous subscription from the corporation in line with the precedent of other corporations that are making similar subscriptions. Our Committee is hopeful that you may be willing to recommend, and your Board to authorize, a contribution of not less than $..... The business interests of the country must help generously if this essential part of the war work is to be continued, and we hope that your company may be entirely willing to do its share, whether more or less than the above amount.

2. It will greatly stimulate local interest if your company will assign a portion of its gift—possibly 50%—to be credited to its various plants, and will advise us of this apportionment.

3. In notifying each of your plant managers of the amount assigned to his plant, will you kindly request him to cooperate with the Local Campaign Committee in securing a voluntary contribution from each of your employees?—these contributions, either in the form of one or more days' pay, or such other sum as may be elected by the contributor, to be collected, if desired by the employee, through the company pay-roll.

We hope that the Plant Managers on request of the Local Committee, will authorize an appropriate number of employees to act as a Plant Committee in securing subscriptions, such work to be done on company time, and the canvass to be conducted during regular working hours.

Such cooperation on your part would afford striking evidence to the community and to the country of the united support of employer and employee in the work for which this campaign stands.

Hoping for a prompt and favorable response, etc.

EXHIBIT B

FORM OF PLEDGE Size should be 3⅜ x 5¼

Industries Division

UNITED WAR WORK CAMPAIGN

Beginning November 11, 1918

TO RAISE A FUND OF $170,500,000

TO SERVE THE BOYS OVER THERE

Team Worker

Amount of Subscription and Method of Payment (Mark with X)	One Day's Pay A Month For *Three* Months	(or) One Day's Pay A Month For *Two* Months	(or) One Day's Pay	(or) Amount Indicated Below
Deduct from pay				$
(or)				
Will pay personally				$

Employment Check No.

Signature of Subscriber_____

Home Address_____ Department_____

Company_____

REVERSE SIDE OF PLEDGE

The seven organizations participating in the "UNITED WAR WORK CAMPAIGN" are as follows:

National War Work Council of the Young Men's Christian Associations.

War Work Council of the National Board of the Young Women's Christian Associations.

National Catholic War Council (Knights of Columbus).

Jewish Welfare Board.

War Camp Community Service.

American Library Association.

Salvation Army.

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